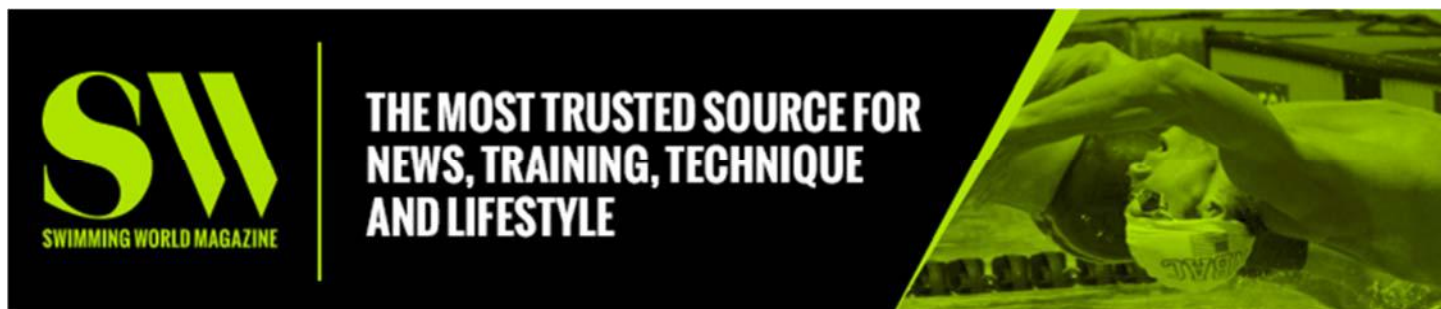


SWIMMING WORLD MAGAZINE ADVERTISING RATE CARD

12-time Print Publication; 36-time Digital Publication



**THE MOST TRUSTED SOURCE FOR
NEWS, TRAINING, TECHNIQUE
AND LIFESTYLE**

BUNDLED RATES INCLUDE 52 FULL PAGE ADS OVER 12 MONTHS AND DIGITAL ADS ON ALL PLATFORMS

<u>PREMIUM POSITION</u>	<u>SW PRINT</u>	<u>SW BIWEEKLY</u>	<u>SWIMMING TECHNIQUE</u>	<u>SW.COM</u>
Back Cover \$4,850 per mo. includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
Inside Fr Cover \$4250 per mo. includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
Inside Ba Cover \$4250 per mo. Includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
TOC Page \$3930 per mo. Includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
3 rd Page \$3930 per mo. includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]

NON-PREMIUM POSITION

<u>1X / 12X RATES</u>	<u>SW PRINT</u>	<u>SW BIWEEKLY</u>	<u>SW.COM</u>
Full Page \$3150/\$2550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
2/3 Page \$2,775/\$2,245 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/2 Island \$2,615/\$2,120 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/2 Page \$2,300/\$1,675 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/3 Page \$2,150/\$1,490 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/4 Page \$1,720/\$1,130 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/6 Page \$605/\$510 includes:	[Monthly Print Issues]		[Global Button AD]
1/9 Page \$465/405 includes:	[Monthly Print Issues]		[Global Button AD]
1/12 Page \$345/\$290 includes:	[Monthly Print Issues]		[Global Button AD]

MAGAZINE SPREAD

Center Spread \$7,550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
2-Page Spread \$7,550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]

All advertising circulation statistics are now combined into three numbers: Views, Visitors and Social Media Reach. We will no longer separate print distribution from digital distribution, nor paid from free distribution. Our goal is to get your ad in front of as many eyes as possible. As a result, Swimming World we be offering more value to its advertisers. Estimated Swimming World Platform Circulation: Monthly views on all Platforms—1.2 Million; Monthly visitors on SW.com: 600,000; Monthly Social Media Reach—1.2 Million



Swimming WORLD

Rate Card For Ads on .COM

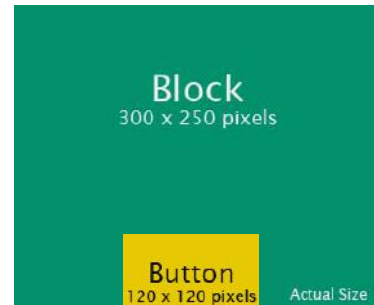
Effective Feb 1, 2017

All rates listed are monthly



Banners Rotate Every 12-24 Seconds

	Premium Banner Ad	Premium Block Ad	Premium Sky Scraper	Global Button Ad
<i>Premium Positions Come as Added Value With Print Advertising Contracts</i>				
<i>All rates listed are monthly</i>				
Global AD On All Stories	\$2,500	\$2,500	\$1,250	\$300
Home Page	\$1,500	\$1,500	-	-



	Standard Banner Ad	Standard Block Ad	Standard Sky Scraper	Global Button Ad
Global Mini-Banner (Zone 293&116)	\$2,000	-	-	-
Competition Calendar (Coming Soon)	\$1,000	\$1,000	\$800	-
Conversion Tool Page	\$800	\$800	\$600	-
E-Newsletter (Price based per mailing)	\$300	\$300	-	-
Results Pages	\$200	\$200	\$200	-
Workouts Page	\$175	\$175	\$175	-
College News Channel Page	\$100	\$100	\$100	-
World News Channel Page	\$100	\$100	\$100	-
USA News Channel Page	\$100	\$100	\$100	-
High School News Channel Page	\$75	\$75	\$75	-
Masters, Water Polo, Diving, Synchro, Open Water Channels Combined	\$50	\$50	\$50	-
Global Button				\$300
Dedicated E-mail Blast \$800	-	-	-	-



Editorial Sponsorship Opportunities are Priced Separately

Note: Sponsorship of tools, programs, shows, lists, awards, polls, specialty pages and events are available upon request.

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2017 SPACE & MATERIAL DEADLINES

Issue	Best Space	Last Chance Space	Art Due	Issue Focus	Special Inserts
January	11/07/16	11/30/16	12/05/16		
February	12/12/16	12/30/16	1/08/17		<i>Summer Swim Camps</i>
March	1/9/17	1/27/17	2/06/17		<i>Summer Swim Camps</i>
April	2/13/17	2/27/17	3/07/17	<i>World Masters Swimmer of the Year</i>	
May	3/13/17	3/31/17	4/07/17		
June	4/07/17	4/28/17	5/05/17		<i>Aquatic Directory</i>
July	5/15/16	5/26/17	6/06/17		
August	6/12/17	6/26/17	7/07/17	<i>HS Swimmer's of the Year</i>	
September	7/10/17	8/01/17	8/08/17	<i>HS Team Titles</i>	<i>NISCA Insert</i>
October	8/14/17	8/29/17	9/08/17		<i>Prep School Guide Holiday Gift Guide</i>
November	9/11/17	9/29/17	10/06/17	<i>Open Water Issue</i>	<i>Holiday Gift Guide</i>
December	10/16/17	10/27/17	11/06/17	<i>Annual Awards</i>	<i>Holiday Gift Guide</i>

BILLING:

1.888.461.1314

Advertising@SwimmingWorld.com

DISPLAY, CLASSIFIED, DIRECTORY INQUIRIES:

602.522-0778

Advertising@swimmingworldMagazine.com